Create short URLs & QR-codes - mobile website (Sep 2023)

- The short URLs created will be in the language domain selected. For example, if IT is selected, the short URL created will be www.kulzer-dental.it/hash. If FR is selected, the short URL created will be www.kulzer.fr/hash (Countries that do not have their own domain but have a small presence under kulzer.com should contact the Digital MarketingTeam for the creation of short URLs.)
- Keep the short URLs short and readable to make it easier for users to type in the URLs.
- It is better (more visible) to use hyphens than underscore between words. For example, better www.kulzer.com/video-cara than www.kulzer.com/video cara
- Short URLs in our FS are not case-sensitive. For example, if www.kulzer.com/caraScan or www.kulzer.de/VenusDiamond are created, www.kulzer.de/VenusDiamond are also valid and linked to the same URL.

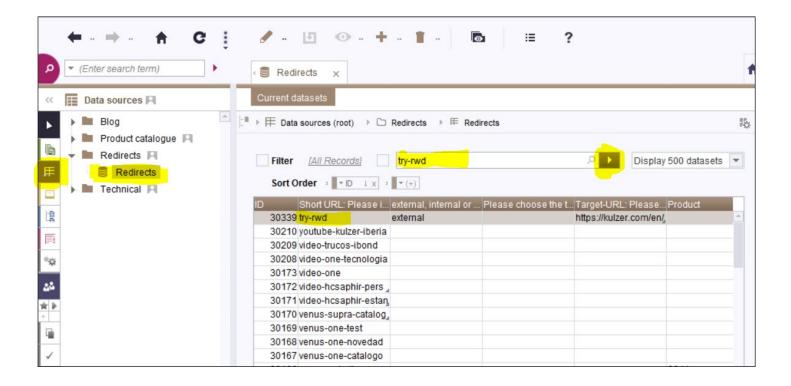
First Important Step: Check if the short URL already exists

- 1. Create Short URLs & QR-codes
 - 1.1 Short URL does not exist create a new short URL & QR-code
 - 1.2 Short URL exists but not for your country add existing short URL to your country tab
 - 1.3 Edit existing short URL & QR-code in your country tab
- 2. Save & Publish
- 3. Download QR-codes

(Click on the above points to go directly to the right page)

First Important Step: Check if the short URL already exists

- Under Data Sources, select the folder Redirects and click on Redirects
- The list of ALL short URLs that have been created for ALL countries will appear
- Insert the short URL that you would like to create in the "search field"
- Click search to see if it exists



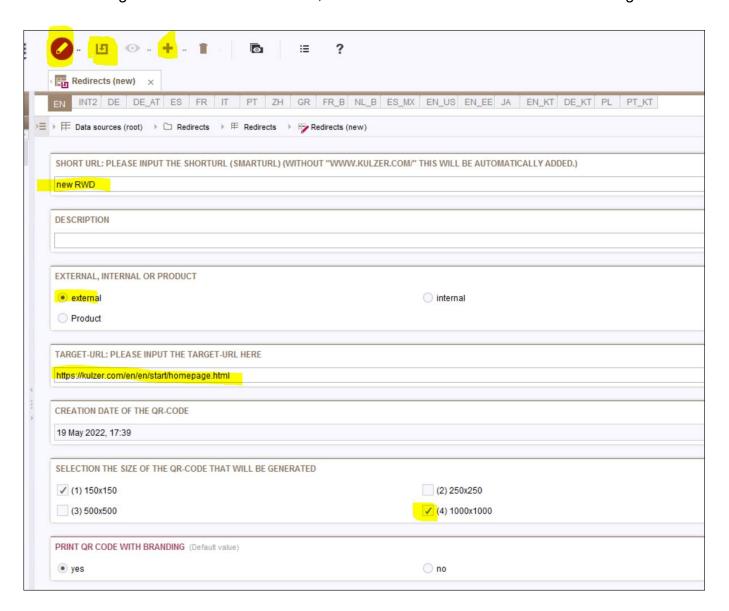
1. Create Short URLs & QR-codes

1.1 Short URL does not exist - create a new short URL & QR-code

- The short-URL does not exist
- To create the short-URL, switch to Edit mode
- Select the correct country tab
- Click on the + sign
- Insert the new short URL, without the domain in front
- You may add a short description to indicate where the short URL will be used
- Select if the Target URL is external, an internal page or a product page

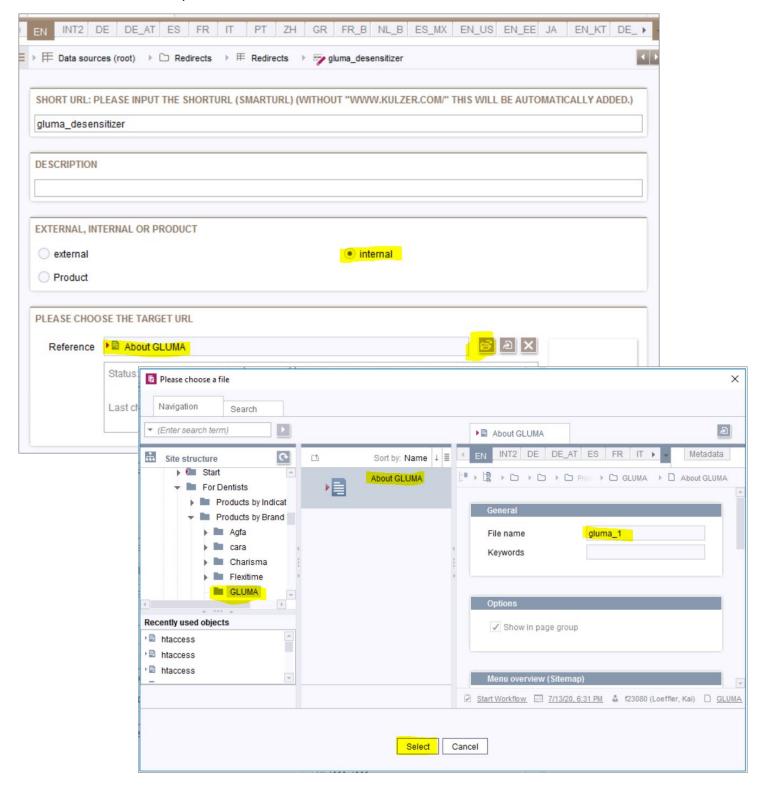
External

• If the target URL is an external URL, select external and insert the external Target URL

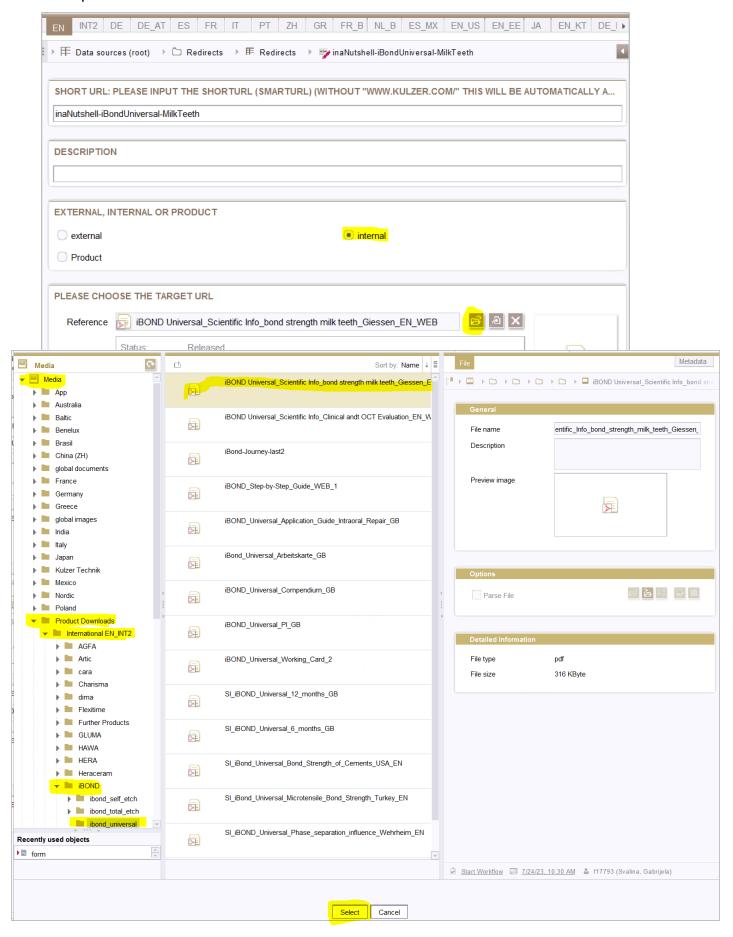


Internal

- If the target URL is an internal page, select internal and click on the Folder.
- A new window will appear
- Select the required Internal Folder and click Select

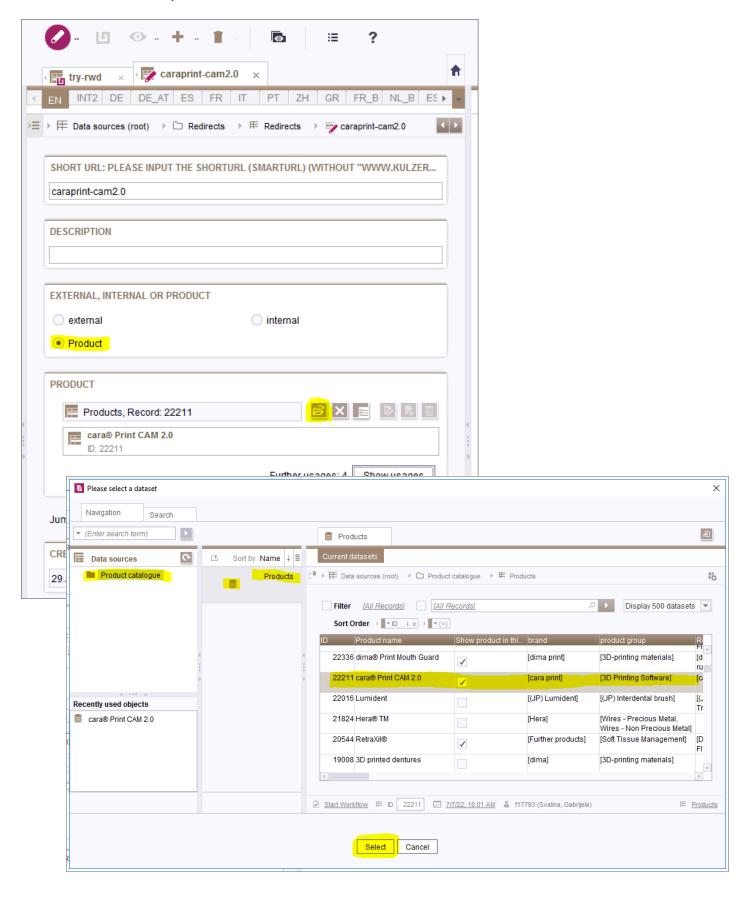


- To link to a document in the Downloads, select internal and click on the Folder.
- A new window will appearClick on Media, go to Product Downloads and select the required document and click Select

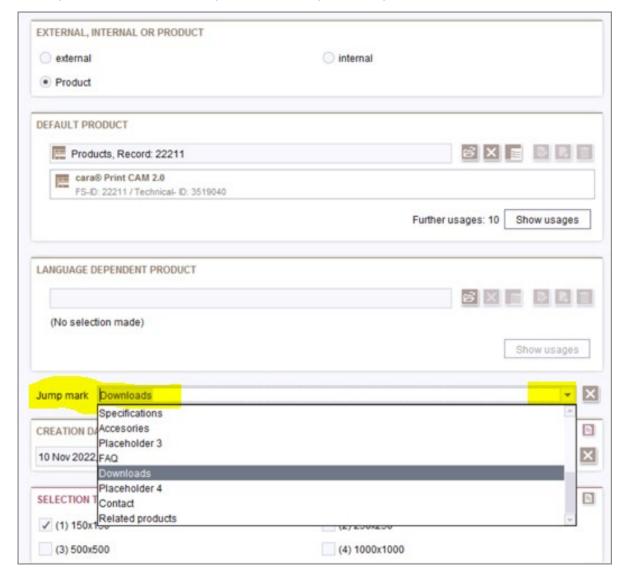


Product

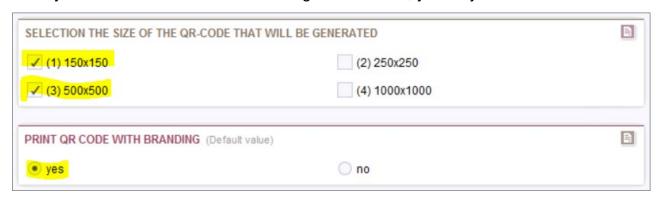
- If it is a *product page*, select **Product** and click on the **Folder**.
- A new window will appear
- Select the required Product Folder and click Select



- After selecting the product page, you may link to an Anchor-Link in a product page
- Click on Jump mark and select the required module in the dropdown
- In this case, it is Downloads
- Double click on Downloads
- Now the Short-URL is linked to the correct Anchor-Link: https://kulzer.com/en/en/products/cara-print-4-0-pro.html#downloads



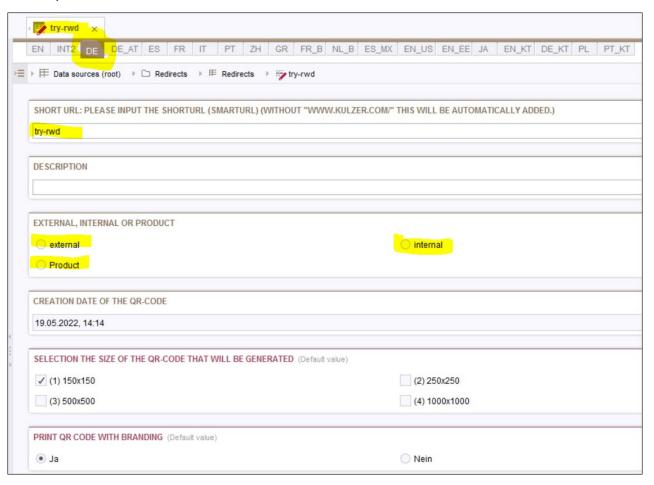
- By default, a **QR-code** in the size 150x150 will be created
- 2 versions of the QR-code will be created with and without the Kulzer icon
- If you need the QR-code to be in a higher resolution, you may select another size.



1.2 Short URL exists but not for your country - add existing short URL to your country tab

- . Check if the existing short-URL is in your country tab
- Double-click on the short URL
- Select the tab for your country
- You can see if the short URL has been created for your country
- If all buttons are empty, the short URL has not been created for your country

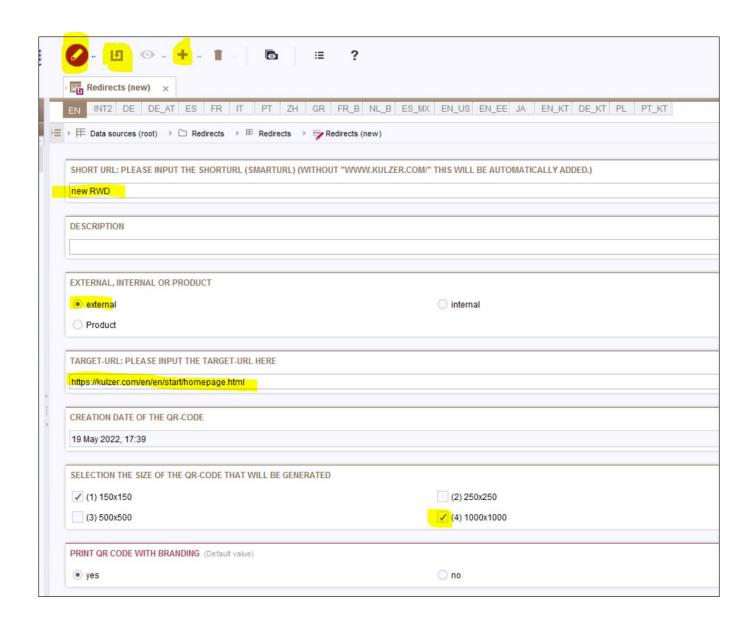
Example: in this case, the short URL exists but was not created for DE



- The short-URL is not in your country tab
- To add the short-URL to your country, switch to **Edit mode**
- Select if the Target URL is external, an internal page or a product page
- Do not change the Short-URL

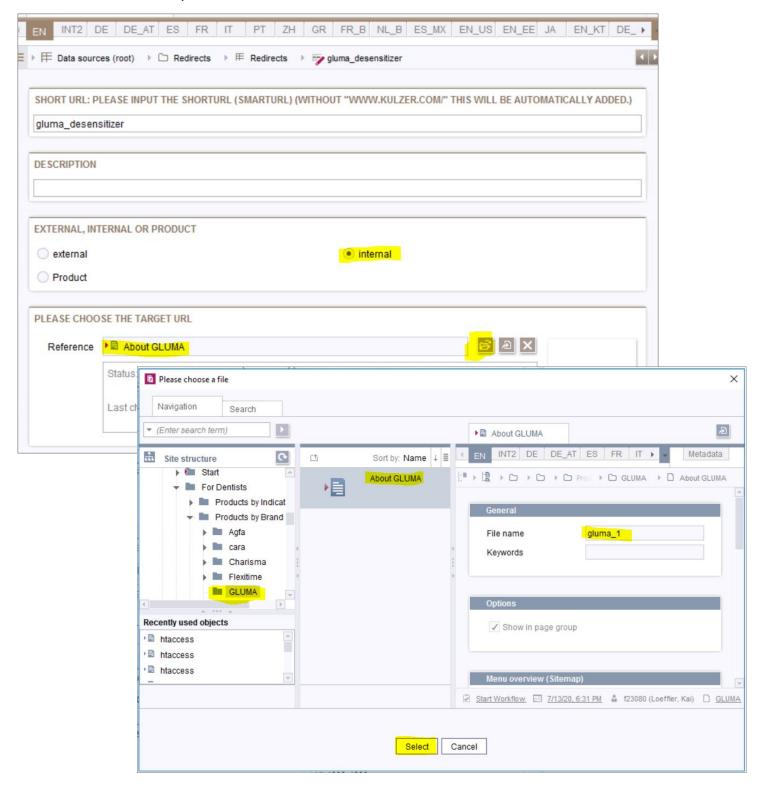
External

• If the target URL is an external URL, select external and insert the external Target URL

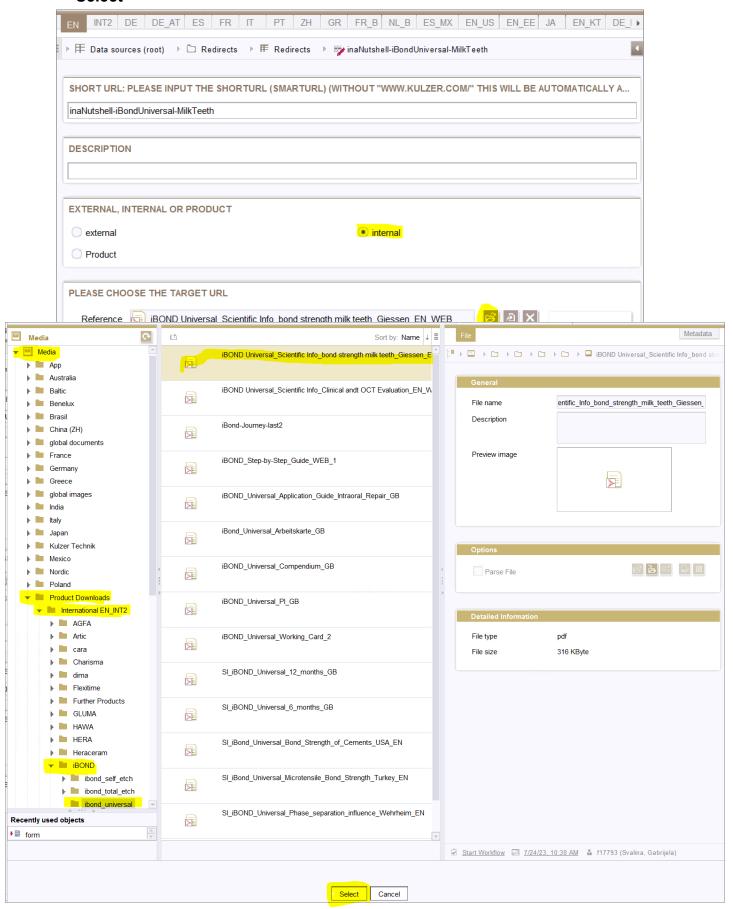


Internal

- If the target URL is an *internal page*, select *internal* and click on the **Folder**.
- A new window will appear
- Select the required Internal Folder and click Select



- To link to a document in the Downloads, select internal and click on the Folder.
- A new window will appear
- Click on Media, go to Product Downloads and select the required document and click
 Select

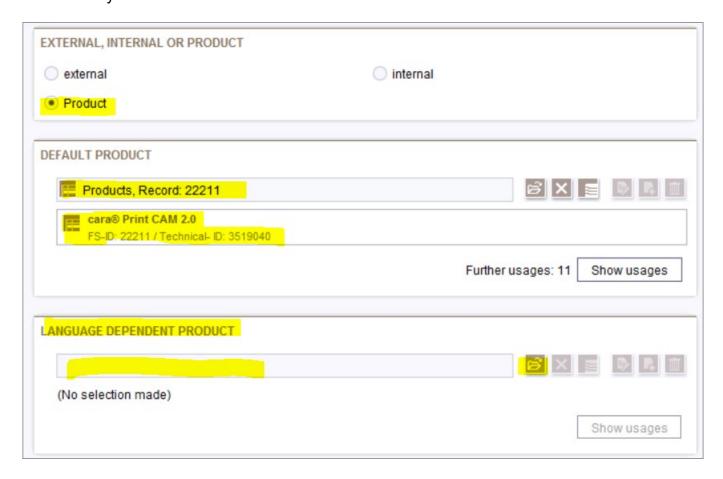


Product

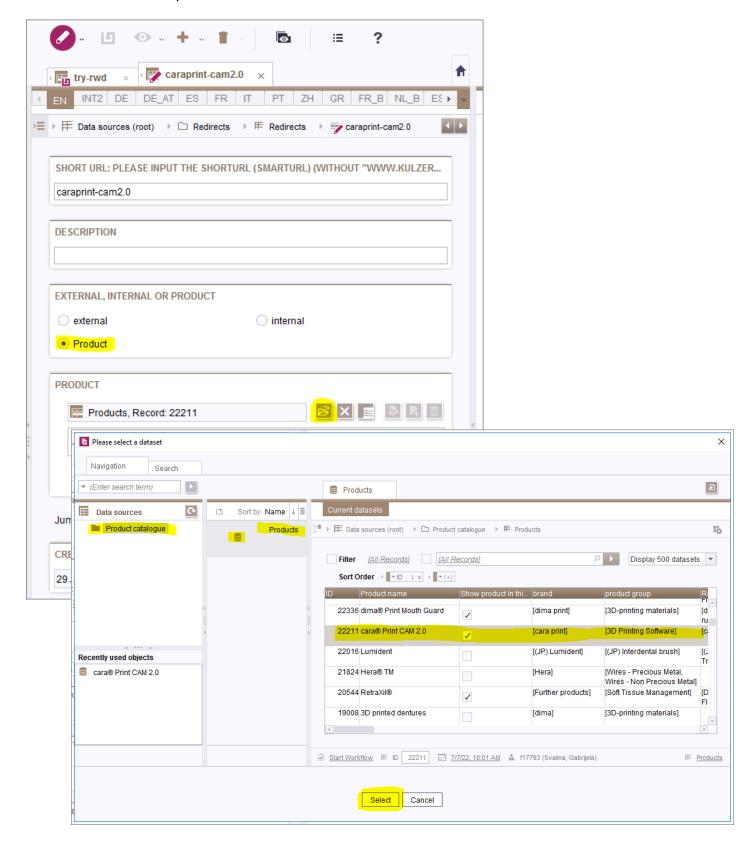
- If it is a product page, select Product and click on the Folder.
- A new window will appear

Important:

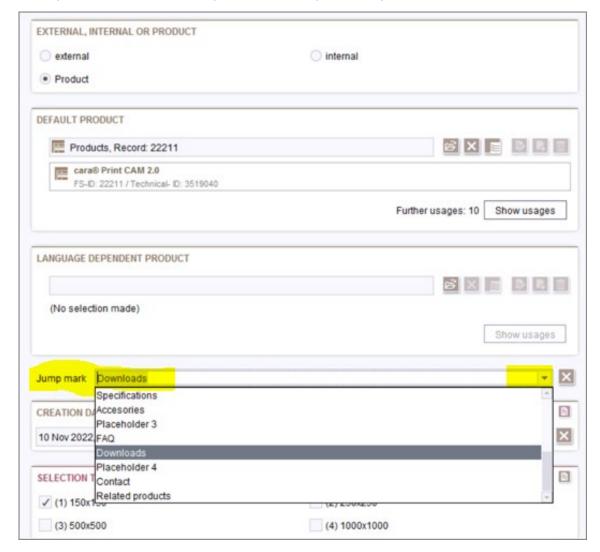
- If there is already a product page selected by another country, do not change the folder
- If this is the same folder you wanted, you can save your entries and it is completed
- If this is not the folder you wanted, go to **Language Dependent Product** and select your required folder
- Save your entries



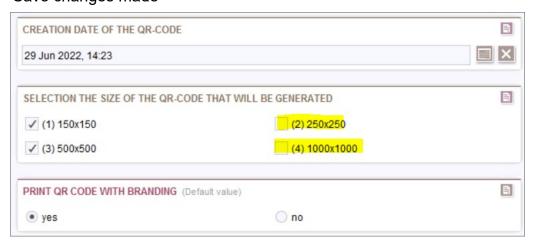
- If the product field is empty, no product page has been selected
- Select the required Product Folder and click Select



- After selecting the product page, you may link to an Anchor-Link in a product page
- Click on Jump mark and select the required module in the dropdown
- In this case, it is *Downloads*
- Double click on Downloads
- Now the Short-URL is linked to the correct Anchor-Link: https://kulzer.com/en/en/products/cara-print-4-0-pro.html#downloads



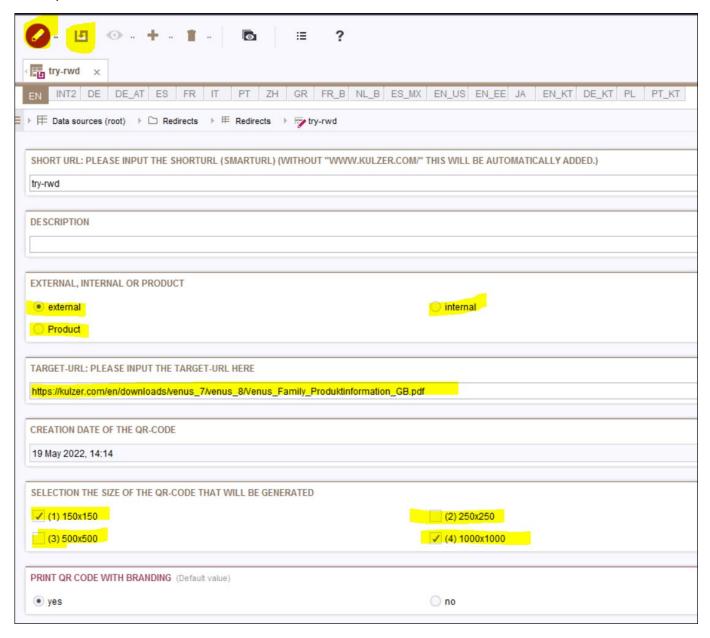
- If required, you may select another size of the QR-code
- Save changes made



1.3 Edit existing short URL & QR-code in your country tab

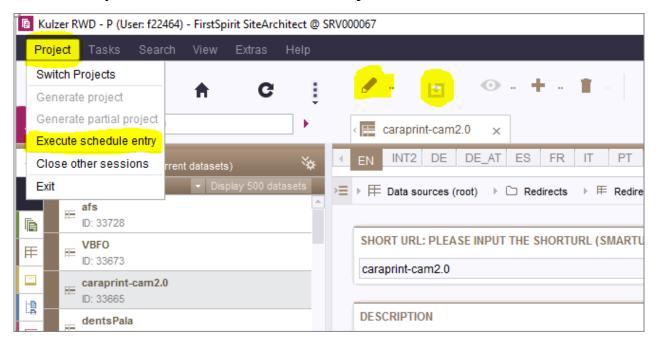
- The short-URL exists in your country tab
- To edit, switch to Edit mode
- You may change the Target URL
- Do not change the short-URL
- Select another size of the QR-code if required
- Save changes made

Example: in this case, the short URL exists and has been created for EN:

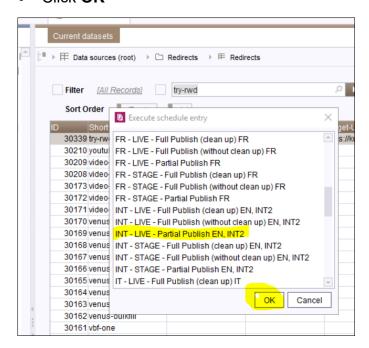


2 Save & Publish

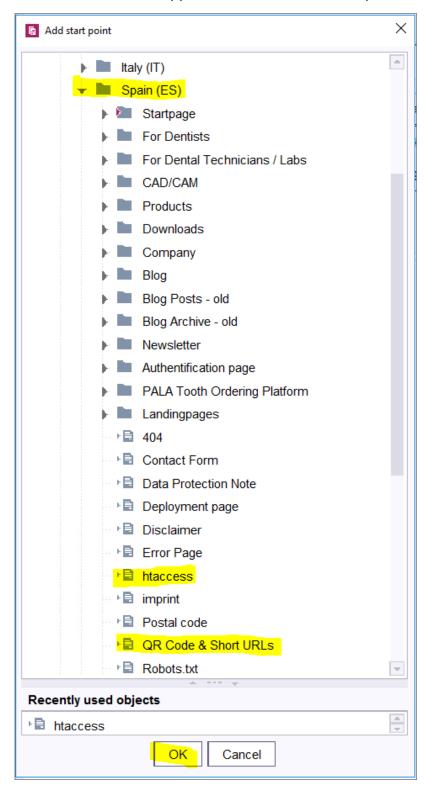
- Click save to save all entries
- 2 pages need to be published: htaccess and QR Code & Short URLs
- To publish, switch to View mode by clicking on edit
- Go to Project, select Execute schedule entry



- A new window will appear
- Go to your country
- Select LIVE Partial Publish
- Click OK



- A new window will appear
- Select your country folder
- Select both pages htaccess and QR Code & Short URLs
- Click OK
- · A notification will appear when the entries are published



3 Download QR-codes

To download the QR-code, go to this best-practice webpage:

https://www.kulzer.com/en/modules/best-practice.html#short_urls_qr_codes

Select your country

Country Website	Link to overview page
International (High Price)	kulzer.com/qr-codes-short-urls-hp
International (Nice Price)	kulzer.com/qr-codes-short-urls-np
Australia	kulzer.com.au/qr-codes-short-urls
Benelux NL	kulzer.nl/qr-codes-short-urls
Benelux FR	kulzer.be/qr-codes-short-urls
Brazil	kulzer.com.br/qr-codes-short-urls
China	kulzercn.com/qr-codes-short-urls
France	kulzer.fr/qr-codes-short-urls
Germany	kulzer.de/qr-codes-short-urls
Greece	kulzer.gr/qr-codes-short-urls
Italy	kulzer-dental.it/qr-codes-short-urls
Japan	kulzer.co.jp/qr-codes-short-urls
Kulzer Technik DE	kulzer-technik.de/qr-codes-short-urls
Kulzer Technik EN	kulzer-technik.com/qr-codes-short-urls
Mexico	kulzer.mx/qr-codes-short-urls
North America	kulzerus.com/qr-codes-short-urls
Poland	kulzer.pl/qr-codes-short-urls
Spain	kulzer.es/qr-codes-short-uris

• Each country will have an overview of Short URLs and QR-codes created for their domain

Eg. https://kulzer.es/es/es/qr-code-and-short-urls.html

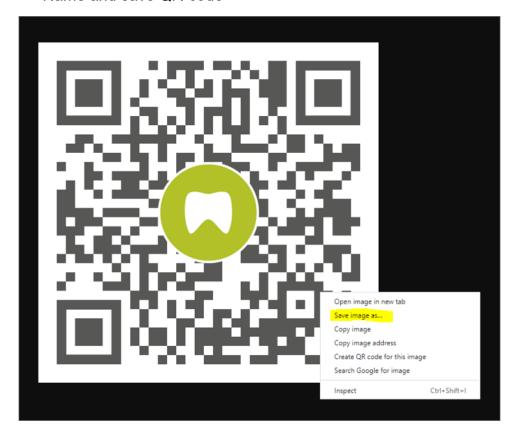
Short URLs & QR Codes Kulzer Spain

QR-code

Short instructions: Please click on the button to show the QR-code. By clicking the right mouse button, you can save the generated QR-code at your desktop. The list will be updated if the changed data are saved.

S-ID	Entry	Short URL	Date	QR-code 1	QR-code 2
25280 intern	internal	/3dp	02/01/2022	SHOW QR-CODE 150X150	SHOW QR-CODE 150X150
				SHOW QR-CODE	SHOW QR-CODE 1000X1000
37121 externa	external	/3dp-evento	09/13/2022	SHOW QR-CODE 150X150	SHOW QR-CODE 150X150
				SHOW QR-CODE 250x250	SHOW QR-CODE 250X250
				SHOW QR-CODE 500X500	SHOW QR-CODE 500X500
				SHOW QR-CODE 1000X1000	SHOW QR-CODE 1000X1000
14848	external	/3dprint	01/21/2021	SHOW QR-CODE	SHOW QR-CODE

- The codes in column 2 are with the Kulzer icon
- Click on the image of the size of the QR-code required
- The QR-code will appear in a new window
- Right-mouse click on the image and select Save image as...
- Name and save QR-code



Please contact the Digital Marketing team if you have any questions or need assistance.